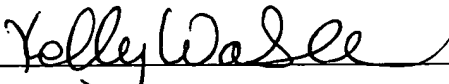


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Kelly Walsh

UNITED STATES PATENT APPLICATION

For

**FOLD OPEN BOX FOR DISPLAYING TOYS**

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Drawings: 1 sheet

## FOLD OPEN BOX FOR DISPLAYING TOYS

### BACKGROUND OF THE INVENTION

[0001] *1. Field of the Invention:* The invention relates to a storage container and, in particular, to a storage container for objects of different dimensions.

[0002] Particularly, this invention relates to packages for toys and playthings, the package designed to be a fold open box having at least one window for protecting and displaying toys positioned in the box.

[0003] *2. General Background:* Many of the prior art storage container cases for video cassettes typically are foldable, in the sense that at least one of the case sections of the storage container case can be turned to access the video cassette that is located in a compartment in the case. In other words, the mechanism for opening and closing the storage container case is fairly easy to manipulate to access the video cassette. However, the video cassette in the storage container case is not displayed or accessed unless the storage container case is actually opened.

[0004] In many of today's stores, display boxes are designed to convey maximum information of the object or a toy within the display box. Specifically, many of these boxes have a window in the front display section to allow people to actually get a realistic view of the object in the box. However, the object in the box is not easily accessible as in the storage container case.

[0005] Thus, the need exists for an improved video cassette storage container which can be formed with at least one transparent window allowing the object within to be realistically displayed and easily accessed.

### SUMMARY OF THE INVENTION

[0006] The fold open display box with at least one transparent window on the case allows the object or toy within the box to be displayed in a realistic manner, while at the same time allowing easy access, via turning at least one case section, to the object or toy. A further advantage of the present display box is the ease in manufacturing such a simple but yet effective method for advertising objects or toys.

[0007] Accordingly, in one embodiment of the present invention, the foldable case for

displaying objects comprises: (i) first and second case sections joined by a flexible spine to form an integral body, at least one of the first and second case sections having a well for receiving an object such that the case sections can be foldably closed with the object inside. The flexible spine permitting a first turning action to the first case section along an axis generally parallel to a first major side of the flexible spine, (ii) a cut out portion in the first case section, (iii) an at least partially transparent window attached over the cut out portion on the first case section, wherein the object in the well is displayed through the at least partially transparent window. Furthermore, there may be additional cut out portions in the spine and the second case section, with a transparent material being used as a covering window.

**[0008]** In another embodiment of the present invention, the fold open display box for displaying a toy comprises: (i) a first panel having a first cavity, the first cavity having a cut out portion, (ii) a second panel having a second cavity, wherein at least one of the first and the second cavity is designed to receive a toy, (iii) an at least partially transparent window attached over the cut out portion of the first cavity, (iv) a wall connected by a first hinge to the first panel wherein the toy placed in at least one of the first and second cavity is displayed through the at least partially transparent window. Furthermore, the toy is insertable or removable when either the first or the second panel is turned about an axis passing through the hinge. As further modifications there may be additional cut out portions in the wall and the second panel with a transparent material being used as a covering window.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

**[0009]** In order that the manner in which the above-recited advantages and objects of the invention are attained, as well as others which will become apparent, more particular description of the invention briefly summarized above may be had by reference to the specific embodiments thereof that are illustrated in the appended drawings. It is to be understood, however, that the appended drawings illustrate only typical embodiments of the invention and are therefore not to be considered limiting of its scope, for the invention may admit to other equally effective embodiments.

**[0010]** In the drawings:

**[0011]** FIG. 1 is an isometric view of the fold open display box comprising a window

according to the present invention;

[0012] FIG. 2 shows the display box with a window in the open state; and

[0013] FIG. 3 is a cross-sectional view of the fold open display box as viewed along direction 3-3 in FIG. 2.

## DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS OF THE INVENTION

[0014] Referring now in detail and by reference characters to the drawings, which illustrate several different embodiments of the present invention. Numeral 1, in FIG. 1, designates a fold open display box. Such a box 1, as in the present invention, is designed to be opened in a fairly easy manner as well as allowing the object within the it to be displayed realistically.

[0015] The fold open box according to the present invention is generally a video box which is commercially available for displaying videos in stores. In the preferred form, the fold open box is a video box having a window cut-out to display an object or a toy within it in an effective manner.

[0016] A commercial advantage of the fold open box, which is a video box having a window, is that an existing video box containing a video can be used for displaying objects and toys without significant costs. This is because the window cut-out can be done with ease.

[0017] The fold open box comprises a first panel or a first case section 4 generally made from a flexible material. For example, a thermoplastic material can be used to manufacture this panel or section. The cover portion 5 could be of a different material or could be part of the first case section 4, depending on the manufacturing process involved. In addition the cover 5 could be an integral part of the first panel 4. For the sake of brevity, the combined second panel 4 and the cover 5 is referred to as the second panel or second case section.

[0018] A generally similar shape second panel or second case section is labeled as 6. As depicted in FIG. 1, the two panels are shown in an interlocking position thereby precluding an object located within the display box to fall out unless the two case sections 4 and 6 are separated with intent. The cover portion 11 of the second panel 6 could be of a different material or could be part of the second case section 6, depending

on the manufacturing process involved. In addition the cover **11** could be an integral part of the second panel **6**. For the sake of brevity, the combined second panel **6** and the cover **11** is referred to as the second panel or second case section.

**[0019]** The first case section or first panel of the display box also has a cut out as is generally depicted along edge **7**. The cut-out creates a hollow cavity or a well **16** as shown in FIG. **2**. In addition the cut-out portion **7** has a window of a transparent material **8** affixed on it. The window allows for a clear view of an object that may be residing in the box. Alternatively, the cut-out portion **7** may have a mesh screen instead of the window **8**. A mesh screen is convenient in case the object in the box is a press down toy (toys that make a sound upon depressing a body part of the toy). The window cut-out may also be done in a manner to match the profile of a specific object. For example, a Mickey-Mouse <sup>(TM)</sup> contour may be especially cut out in the first case section thereby providing an exclusive clear view of the Mickey-Mouse <sup>(TM)</sup> toy **9** contained in the box. In another aspect, an ornamentation may be applied to the material on the cut out thereby providing a partial view of the object in the box. In another aspect of the present invention a miniature loudspeaker may be applied on the first case section to enhance the audible effects for a sound generating Mickey-Mouse <sup>(TM)</sup> toy in the box.

**[0020]** A wall or a spine **10** of flexible material connects to the first and second panels via a first major side **12** of the spine and a second major side **14** respectively. The flexible spine **10** permits a turning action to the first case section along an axis generally parallel to a first major side **12** of the flexible spine **10**. In addition, the flexible spine **10** may also permit a second turning action to the second case section along an axis generally parallel to the second major side **14** of the flexible spine. The first turning action is depicted by the arrows labeled **100-100**, whereas the second turning action is depicted via arrows labeled **200-200**.

**[0021]** FIG. **2** shows the display box with a window in the open state. Interlocking mechanisms **24** and **26** allow the box to be locked, thereby keeping an object **20** secure in a cavity or well **18** of the second case section **6**. In FIG. **2**, the object is a video cassette. However any other object such as a toy can be positioned in the cavity **18** or in the cavity **16** for display.

**[0022]** A cross-sectional view of the fold open display box is shown in FIG. **3**. The

transparent window **8** is adjacent to a rigid material **30**. The rigid material **30** may contain advertising material and/or graphics that enable effective marketing of the object **20** positioned in the fold open display box **1**. The rigid material **30** also may provide the necessary sturdiness to the fold open display box **1** so as to prevent it from being warped due to mishandling.

**[0023]** The fold open display box has dimensions of the order of a video box that contains videos. The first case section is approximately 10inches x 5inches x .5inch. The second case section is approximately 10inches x 5inches x 1inches. The spine is approximately 10inches x 1.5inches x .5inches.

**[0024]** The manufacturing of the fold open display box is fairly straightforward and may be done by first connecting the first case section **4** to the first major side **12** of the flexible spine **10**. The flexible spine **10** design permits a first turning action, generally depicted as **100-100** in FIG. **2**, to the first case section **4** along an axis generally parallel to the first major side of the flexible spine. In the next step the second case section **6** is attached to the second major side **14** of the flexible spine **10**. A window (as depicted along edge **7**) is then formed on the first case section **4**. Finally, an at least partially transparent material **8** is affixed on the window such that the object in the foldable display box is displayed through the window. Further windows may be cut out on the spine **10**, and the second case section **6**. This will then allow a substantial view of the object **20** in the fold open display box **1**.

**[0025]** The following steps may be completed to form the fold open display box **1** according to the present invention. First, a sheet of relatively flexible thermoplastic material is molded to form a first case section **4**, a second case section **6**, and a spine **10** in between the first case section **4** and the second case section **6**. The spine is designed such that the first and second case sections (**4**, **6**) and the spine **10** are relatively movable about a line between each of the sections and the spine. Then, at least one of the first case section **4** and the second case section **6** is formed with a well **16/18** to receive an object **20**. In the next step, a window (as generally depicted at edge **7**) is formed to at least one of the first and second case sections. Finally, an at least partially transparent material **8** is applied to cover the window. The window is made by applying a die-cut along a predetermined trajectory as defined by edge **7**. Additional

**[0026]** While the specification describes particular embodiments of the present invention, those of ordinary skill can devise variations of the present invention without departing from the inventive concept. For example, the fold open box may contain multiple wells. There may even be multiple windows on each case section of the fold open box. Furthermore the material used for the multiple windows may be of a combination of transparent material and mesh screens.